

MSU Media Summer Camps

July 10 - 29, 2011

Audience

124 participants attended a one-week program as part of the MSU Media Summer Camps (112 individuals, 12 of which attended two consecutive weeks). Participation was open to any interested students. Participant breakdown:

- Camp Experience: 65 (52%) overnight/residential; 59 (48%) day campers
- Grade: 15% middle school students (10 7th; 9 8th); 85% high school students (28 9th; 30 10th; 26 11th; 20 12th; 1 incoming freshman); *Note: More camps offered for high school students than middle school students*
- Age: 1 (1%) eleven, 11 (9%) twelve, 10 (8%) thirteen, 28 (23%) fourteen, 32 (26%) fifteen, 29 (23%) sixteen, 12 (10%) seventeen, 1 (1%) eighteen
- Gender: 111 (90%) males; 13 (10%) females
- Origin: All participants were from the U.S., including from 9 states and 75 cities. The majority of participants (87.5%) were from Michigan. Michigan students came from 62 cities throughout the state. Students from other U.S. states came from California, Connecticut, Illinois, New York, Ohio, Texas, Vermont, and Washington D.C.
- Ethnicity: 95 (77%) Caucasian, 14 (11%) Black, 6 (5%) Hispanic/Latino; 5 (4%) Asian/Pacific Islander (Asian American), 1 (1%) American Indian/Alaskan Native, 3 (2%) Unanswered
- GPA: Average GPA 3.4 (from those that reported)

Funding

The cost of the programs were covered by camper tuition and fees. A limited number of scholarships were provided from the organizing unit (Department of Telecommunication, Information Studies & Media).

Objectives

- Spark students' interest in technology, media, and creative fields, including video game design, television production, digital cinema / film production, and music recording.
- Provide hands-on instruction with software and hardware used in these areas.
- Students create media - they create a game, tv shows, short film, or music by the end of the camp.
- Students discover open-source resources to help them continue to develop their interest in the topic/area after they leave camp.
- Collaborate with other like-minded students on technology-related projects.
- Share the projects they created with their parents.
- Educate students on related career fields in these areas.
- Give students a glimpse into our academic programs in these areas.

Description

Over the course of three weeks in July, seven week-long camps in the topics of Television Production, Digital Cinema, Music

Recording, Video Game Design, and Advanced Video Game Design were offered to high school and middle school students.

The camps were highly interactive and hands-on, with campers creating games, TV shows, short films, and music during the short, single week. The experience culminated at a showcase at the end of the week where students showed off their projects to their parents.

All of the MSU Media Summer Camps have a limited enrollment and run 9 AM to 5 PM, Monday through Friday. An overnight/residential option is also available for high school participants.

The MSU Media Summer Camps were deployed with help by 22 people. The breakdown of camp staff included 3 undergraduate students, 4 graduate students, 2 MSU faculty/staff and 9 industry alumni. Four (4) MSU faculty served as advisors.

Outcomes

Post-evaluations from campers show:

- 95% of campers said they liked or loved camp. Campers enjoyed the camp an average of 4.4 on a 5-point Likert scale from 1-hated to 5-loved.
- 98% of campers would recommend the camp to a friend.
- 96% thought they would use the skills they used in the camp in the future.
- 93% thought they may like to study something similar in college or would like to get a job in a similar career field as the topic of the camp.
- 83% said they were more interested in the subject area now that they had finished the camp (13% said they were just as interested as before).
- There was an increase in the average response rate in several areas including participants average interest in attending college, attending MSU, believing a college degree is important, and their confidence to complete a college degree.

In response to survey questions, students offered these thoughts on their MSU Media Camp experience:

- "It made me realize that this is the career for me."
- "It made me realize that I had more talent than I thought."
- "I learned things that I couldn't comprehend 5 weeks ago."
- "Camp helped me get over my fear of being away from home and helped me learn to talk to people better. I feel a lot less socially awkward."

Contact Information

Jillian Winn
Outreach Specialist
Telecommunication, Information Studies & Media
412 Communication Arts & Sciences
Michigan State University
Phone: 517-432-9841
Email: mediacamps@msu.edu
Website: <http://tism.msu.edu/camps>

MICHIGAN STATE
UNIVERSITY

Telecommunication
Information Studies
and Media